Twitter Thread by Jiten Parmar



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A thread on my experience and observations of the grocery delivery apps in India.

@Grofers @bigbasket_com @JioMart @flipkart supermart, @amazonIN and DMart Ready.

Live in Pune. So my experience is of this city. User experience may vary according to location.

1/11

1)@Grofers - good app, good delivery timelines, decent prices, limited selection, delivery free above a certain threshold is a negative, point and Grofer cash not very good. Offers on checkout not proper and visible . Limited vegetables.
2/11

Private label selection, prices decent. Overall decent experience.

With advent of others may face stiff competition. Maybe acquired or merged with someone.

3/11

2) @bigbasket_com - good app, good delivery, timelines, decent prices, decent selection, delivery free over a threshold is a negative. Overall decent. Will face stiff competition. Will be acquired by someone.
4/11

3) @JioMart - started poorly. But improving by the day. Each experience better than prev one. First delivery was 4 days, then 2 days, then 1 day. Last delivery on same day. Not intimating delivery schedule is an irritant and needs improvement.
5/11

Fulfillment done by nearby RelFresh store. Prices superb. In many cases lower than DMart. App decent, can improve. No delivery charges is a big plus. This can be a big disruptor and will only grow. A potential force to reckon with.

6/11

4) @Flipkart SuperMart - newest entrant. Initial experience is good. Better than Amazon Pantry. Good prices, good delivery schedule. App decent. Delivery free above a threshold. Can be very good competition if they can keep it up. Has deep pockets, as is Walmart-backed.

7/11

5) Amazon Pantry - not upto the mark. Pantry section of app is a bit complicated. Selection poor. Needs a lot of improvements. Delivery mostly free.
8/11

6) DMart Ready - Decent prices. Delivery charges on purchases is a big turn-off. Delivery free only on pickup. App average. My least preferred option. DMart Ready still has a long way to go.

9/11

Overall, I think force to reckon with will be JioMart and Flipkart. Of course, can't count out Amazon, but it needs big improvements. DMart unless it thinks differently and cannot think from online perspective, will find it very difficult.

10/11

BigBasket and Grofers will find it difficult unless they merge or get acquired by someone with deep pockets.

11/11